$95.00

With demographics for 1983 based on interviews with 80,000 American households

A-statistical study of retail sales for representative categories of sporting goods and recreational equipment.

The Sporting Goods Market in 1984

ISSN: 0193-8401

NSGA *National Sporting Goods Association*
1699 Wall St., Mt. Prospect, IL 60056

BEST AVAILABLE COPY

THE SPORTING GOODS MARKET IN 1984

A statistical study of retail sales for representative categories of sporting goods and recreational equipment

ISSN: 0193-8401

Price $95.00

Prepared for the

NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall St., Mt. Prospect, Illinois 60056
(312) 439-4000

BY

IRWIN BROH & ASSOCIATES, INC.
1011 East Touhy Ave., Des Plaines, Illinois 60018
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by the

NATIONAL SPORTING GOODS ASSOCIATION
1699 Wall St., Mt. Prospect, Illinois 60056
(312) 439-4000

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ISSN: 0193-8401

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MEMORANDUM

FROM: Thomas B. Doyle
Director of Information & Research

SUBJECT: Brand Share Research

Each year NSGA does its research study "The Sporting Goods Market" as a service to its members. The study, prepared for us by the independent research company of Irwin Broh & Associates, attempts to delineate the size and scope of the sporting goods market. At the same time, we gather brand share data on certain product categories. Last year 51 companies ordered brand share reports on various products. Each study shows brand share data by type of outlet and retail price range. It will also include data by major geographic regions and household income. New this year will be data by age of purchaser/major user.

The brand share data is based on a representative sample of 20,000 U.S. households. This sample panel is maintained by National Family Opinion Inc. Using the 1982 reports as a guide, we expect responses from 200 to 1,500 purchasers of each product.

The studies were done in two parts this year. Spring/Summer products were surveyed for the period October 1982-September 1983. Fall/Winter products were surveyed for the period January 1983-December 1983. Last year all products were surveyed for the October-September period. Data for Fall/Winter product was falling a year behind because of the timing of the mailing. To get better information on these products, the survey was done in two parts.

On the back, you will find an order form which you may subscribe to brand share reports. The cost of the first report is $300; the cost of the second, $240; the cost of each additional report, $220.

ORDER FORM

SPRING/SUMMER PRODUCTS

FOOTWEAR

_____ Aerobic Shoes
_____ Baseball Shoes
_____ Basketball Shoes
_____ Golf Shoes
_____ Tennis Shoes
_____ Jogging/Running Shoes
_____ Soccer Shoes
_____ Gym Shoes/Sneakers
_____ Football Shoes
_____ Racquetball Shoes

EQUIPMENT

_____ Baseball & Softball Gloves
_____ Baseball & Softball Balls

_____ Backpacks
_____ Tents
_____ Sleeping Bags

_____ Golf Clubs
_____ Soccer Balls

_____ Tennis Racquets
_____ Tennis Balls
_____ Water Skis
_____ 10-, 12-, 15- Speed Bicycles

FALL/WINTER PRODUCTS

CLOTHING

_____ Bathing Suits
_____ Leotards
_____ Parkas

EQUIPMENT

_____ Archery Bows
_____ Basketballs
_____ Billiard Tables
_____ Bowling Balls

_____ Stationary Exercise Bicycles
_____ Jogging Trampolines
_____ Rowing Machines
_____ Home Gyms
_____ Inversion Training Boots

_____ Shotguns
_____ Rifles
_____ Footballs
_____ Hockey Skates

_____ Racquetball Rackets
_____ Downhill Skis
_____ Cross Country Skis
_____ Aluminum Baseball Bats

_____ Sportknives: folding lockback

Please send the reports checked.
First report: $300. Second report: $240. Additional reports: $220.

Enclosed is a check for $ _____. Account No. 90407

Send report(s) to:
Name _____ Title _____

Company _____

Address _____

City/State/Zip _____

Next year I would be willing to purchase brand share data on the following product(s) not presently being surveyed: _____

Return your order to: Thomas B. Doyle
National Sporting Goods Association
1699 Wall Street
Mt. Prospect, Illinois 60056

(312) 439-4000

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INTRODUCTION

The survey procedure used for this report is similar to that used to project 1973-1982 consumer purchases. The basic consistency in methodology provides a sound basis for comparing overall purchase statistics. Future reports will continue to be based on similar consumer surveys so as to permit an analysis of trends.

This report presents projections of 1983 consumer purchases from a survey of 80,000 households. Most fall/winter items are based on purchases during the calendar year. Most spring/summer products are based on purchases during the 1983 season (October 1982-September 1983). The 1982 and 1981 consumer surveys were based on the October-September, 12-month periods. However, 1980 and earlier purchases were based on the calendar year. In addition, projections of 1980-83 sales were based on all U.S. households. In 1983 there were 83.9 million households. Before 1980, the consumer panel included only family households, and so projections of 1979 and earlier were based on family households which totalled 58 million in 1979.

The large panel was divided into four representative samples of 20,000 households each so that a maximum number of individual sporting goods products could be included in the survey. In total, 48 products were included in the study. Replies were received from approximately 74% of the sample.

The Sport & Athletic Clothing category represents our effort to more fully represent soft goods sales. While it does not include all athlet' clothing bought by consumers, it does indicate year-to-year sales trends for key products in this growing category. Before 1981, surveys had reported only skiwear, golf and tennis clothing, and warm-up suits.

Estimates of retail sales are shown for some products which were not included in the survey. These estimates are based on reliable published statistics where available. In other cases reliance was placed on knowledgeable industry sources.

In addition to the consumer survey, this report presents projections of Athletic Goods Team Sales prepared by the National Sporting Goods Association.

The data showing percent of units purchased in each type of outlet is based only on the most recent purchase. The percentages are indicative of the relative unit sales by outlet type, but they do not represent the actual percent of units sold by each type. The definition of full-line and specialty sporting goods outlets was changed in this 1983 survey.

	Full-line definition	Specialty definition
1982	General sporting goods store	Sport specialty shop
1983	Sporting goods store	Specialty sport shop

For almost all products, the change resulted in a higher percentage of purchases in the full-line category and a correspondingly lower percentage in the specialty category. Consumers apparently regard "Sporting goods stores" as more encompassing than "General sporting goods stores".

The consumer survey questionnaire responses contain a substantial amount of detail not shown in this report. For example, the data contains brand share statistics and the percent distribution of purchases by price point. This information is available from the National Sporting Goods Association at a cost of $300 per product, with discounts for multiple report purchases. Also, the fact that we have identified recent purchasers of 48 different products means that follow-up studies among recent owners can easily be done on specific products. Anyone interested in obtaining further market research should contact either the National Sporting Goods Association or Irwin Broh & Associates.

The consumer panel used in this study is maintained by National Family Opinion, Inc., operator of the largest consumer panel in the U.S. with almost 200,000 households. The panels are balanced to parallel the actual household distribution as reported by the U.S. Bureau of the Census, in five important characteristics: census region, income, household size, age of head, and population density. For example, 5.6% of the U.S. households live in New England, and 5.6% of the panel households live in New England.

The footnotes used in this report are explained below:

(a) Estimated for 1982. Not included in 1982 consumer survey.
(b) Estimated for 1983. Not included in 1983 consumer survey.
(e) Estimated. Not included in consumer survey for that year.
N.A. Not available.
* Respondent base too small for meaningful calculation.

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1982	1983	1984 Forecast	Percent Increase 1984 vs. 1983
Athletic & Sport Clothing				
Athletic Socks	$ 281.0	$332.0	$372.0	12%
Bathing Suits	709.3	765.7	850.0	11
Golf Clothing	204.0	210.0	231.0	10
Leotards	96.6	120.8	127.0	5
Parkas - Down/Fiber Filled	180.1	203.9	214.0	5
Shorts - Elastic Waist	374.1	449.0	516.0	15
Skiwear	231.9	263.1	284.0	8
Sweat Shirts	212.6	261.0	313.0	20
Tennis Clothing	109.0	114.8	126.0	10
Vests - Down/Fiber Filled	166.6	150.0	150.0	-
Warm-up Suits	448.9	631.7	758.0	20
	$ 3,014.1	$3,502.0	$3,941.0	13%
Athletic & Sport Footwear				
Aerobic Shoes	$ 9.7	$29.3	$44.0	50%
Baseball Shoes	47.9	65.9	72.0	9
Basketball Shoes	80.5	119.2	132.0	11
Bowling Shoes	32.0	33.6	35.0	4
Football Shoes	33.9	38.0	40.0	5
Golf Shoes	98.5	115.3	129.0	12
Gym Shoes/Sneakers	658.8	639.1	639.0	-
Hiking Boots	85.8	84.9	85.0	-
Hunting Boots	66.3	65.0	65.0	-
Jogging/Running Shoes	421.0	556.7	624.0	12
Racquetball Shoes	30.6	37.1	39.0	5
Soccer Shoes	48.6	64.7	68.0	5
Tennis Shoes	286.6	339.8	367.0	8
	$ 1,900.2	$2,188.6	$2,339.0	7%
Athletic & Sport Equipment				
Archery	$ 168.3	$178.9	$197.0	10%
Baseball & Softball	154.1	172.9	190.0	10
Basketball	63.6	72.9	77.0	6
Billiard	124.0	99.1	104.0	5
Bowling Accessories	103.3	105.6	111.0	5

PROJECTED SALES OF SPORTING GOODS
(IN MILLIONS)

	1982	1983	1984 Forecast	Percent Increase 1984 vs. 1983
Athletic & Sport Equipment-Cont.				
Camping	$ 735.0	$784.2	$863.0	10%
Exercise	723.3	960.2	1,200.0	25
Firearms & Hunting	1,566.8	1,665.6	1,716.0	3
Fishing Tackle	586.2	618.8	656.0	6
Football	49.0	51.5	54.0	5
Golf	492.8	633.3	690.0	9
Ice Skates & Hockey	87.3	95.2	102.0	7
Racquetball	71.8	73.1	77.0	5
Roller Skates	38.0	38.0	40.0	5
Skin Diving & Scuba Gear	70.0	74.2	80.0	8
Snow Skiing				
Downhill	249.2	299.1	320.0	7
Cross-Country	82.6	86.6	95.0	10
Soccer	58.3	56.7	60.0	6
Table Tennis	31.0	32.6	34.0	4
Tennis	276.7	293.0	325.0	11
Water Skis	106.0	132.7	133.0	-
Volleyball & Badminton Sets	22.9	24.3	26.0	7
Athletic Goods Team Sales	1,254.0	1,354.3	1,408.0	4
Total Equipment	$ 7,114.2	$7,902.7	$8,558.0	8%
Sub-total	$ 12,028.5	13,593.3	14,838.0	9%
Recreational Transport**				
Bicycles & Supplies	$ 1,148.0	$1,638.0	$1,785.0	9%
Pleasure Boats, Motors & Accessories	3,684.0	4,612.0	5,996.0	30
Recreational Vehicles	1,701.0	3,368.0	3,974.0	18
Snowmobiles	123.0	153.0	153.0	-
Total Recreational Transport	$ 6,656.0	9,771.0	11,908.0	22%
Total All Products	$ 18,684.5	23,364.3	26,746.0	14%

** Sales and forecasts were provided by industry associations.

ATHLETIC AND SPORT CLOTHING

1983 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Athletic Socks			$332,000		18%	(a)(b)
Bathing Suits	35,286	$21.70	765,702	4	8	
Golf Clothing			210,000		3	(a)
Leotards	8,925	13.54	120,848		25	(a)
Parkas Down & Fiber filled)	2,968	68.71	203,911	4	13	
Shorts(Elastic-waist)			449,000		20	(b)
Skiwear			263,100		13	
Sweatshirts	20,125	12.97	261,020		23	(a)
Tennis Clothing			114,800		5	
Vests(Down & Fiber filled)			150,000		-10	(a)(b)
Warm-up Suits	21,051	30.01	631,749	33	41	
Total			$3,502,130		16%	

Note: 1982 sales projections for bathing suits, parkas, tennis clothing and warm-up suits were revised.

ATHLETIC AND SPORT CLOTHING

BATHING SUITS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	5.2%	$19.01
Specialty Sport Shops	4.4	26.23
Pro Shops	0.3	*
Discount Stores	14.8	13.39
Department Stores	58.8	23.15
Mail Order	5.1	21.46
Catalog Showroom	0.6	*
Other Outlets	10.8	23.76
Total	100.0%	$21.70

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	781.8 (e)
1981	43.2	860.0
1982	34.0	709.3
1983	35.3	765.7

1977-79 projections based on family households; 1980-83 based on all households.

GOLF CLOTHING

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	9.4%	$41.67
Specialty Sport Shops	9.7	55.00
Pro Shops	39.9	80.27
Discount Stores	9.7	40.79
Department Stores	21.9	60.03
Mail Order	2.4	*
Catalog Showroom	0.7	*
Other Outlets	6.3	*
Total	100.0%	$64.36

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		88.4
1980		188.6 (e)
1981		198.0
1982		204.0 (e)
1983		210.0

1977-79 projections based on family households; 1980-83 based on all households.

ATHLETIC AND SPORT CLOTHING

LEOTARDS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	2.0%	*
Specialty Sport Shops	7.0	19.61
Pro Shops	0.7	*
Discount Stores	22.2	8.78
Department Stores	51.6	14.00
Mail Order	3.5	*
Catalog Showroom	-	-
Other Outlets	13.0	14.58
Total	100.0%	$13.54

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	96.6 (e)
1983	8.9	120.8

1977-79 projections based on family households; 1980-83 based on all households.

PARKAS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	19.7%	$82.06
Specialty Sport Shops	10.3	95.74
Pro Shops	1.2	*
Discount Stores	13.8	46.30
Department Stores	35.2	58.53
Mail Order	7.4	88.36
Catalog Showroom	1.5	*
Other Outlets	10.9	64.51
Total	100.0%	$68.71

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	390.8 (e)
1981	5.7	351.7
1982	2.8	180.1
1983	3.0	203.9

1977-79 projections based on family households; 1980-83 based on all households.

ATHLETIC AND SPORT CLOTHING

SKIWEAR

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	42.8%	$124.25
Specialty Sport Shops	30.5	154.49
Pro Shops	3.3	*
Discount Stores	5.1	*
Department Stores	7.2	49.92
Mail Order	3.6	*
Catalog Showroom	0.6	*
Other Outlets	6.9	105.52
Total	100.0%	$129.78

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		138.3 (e)
1977		172.9 (e)
1978		207.5
1979		203.0
1980		271.2
1981		257.7
1982		231.9
1983		263.1

1977-79 projections based on family households; 1980-83 based on all households.

SWEATSHIRTS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	10.7%	$15.71
Specialty Sport Shops	4.7	15.50
Pro Shops	0.4	*
Discount Stores	32.8	10.46
Department Stores	33.3	13.56
Mail Order	3.7	*
Catalog Showroom	0.4	*
Other Outlets	14.0	13.25
Total	100.0%	$12.97

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	153.2 (e)
1981	18.7	191.5
1982	N.A.	212.6 (e)
1983	20.1	261.0

1977-79 projections based on family households; 1980-83 based on all households.

ATHLETIC AND SPORT CLOTHING

SKIWEAR

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	42.8%	$124.25
Specialty Sport Shops	30.5	154.49
Pro Shops	3.3	*
Discount Stores	5.1	*
Department Stores	7.2	49.92
Mail Order	3.6	*
Catalog Showroom	0.6	*
Other Outlets	6.9	105.52
Total	100.0%	$129.78

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976		138.3 (e)
1977		172.9 (e)
1978		207.5
1979		203.0
1980		271.2
1981		257.7
1982		231.9
1983		263.1

1977-79 projections based on family households; 1980-83 based on all households.

SWEATSHIRTS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	10.7%	$15.71
Specialty Sport Shops	4.7	15.50
Pro Shops	0.4	*
Discount Stores	32.8	10.46
Department Stores	33.3	13.56
Mail Order	3.7	*
Catalog Showroom	0.4	*
Other Outlets	14.0	13.25
Total	100.0%	$12.97

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	153.2 (e)
1981	18.7	191.5
1982	N.A.	212.6 (e)
1983	20.1	261.0

1977-79 projections based on family households; 1980-83 based on all households.

ATHLETIC AND SPORT CLOTHING

TENNIS CLOTHING

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.5%	$44.68
Specialty Sport Shops	15.3	79.43
Pro Shops	7.1	107.18
Discount Stores	12.3	43.16
Department Stores	35.8	48.89
Mail Order	1.9	*
Catalog Showroom	0.3	*
Other Outlets	6.8	64.33
Total	100.0%	$57.90

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976		N.A.
1977		N.A.
1978		N.A.
1979		103.0
1980		150.0
1981		150.1
1982		109.0
1983		114.8

1977-79 projections based on family households; 1980-83 based on all households.

WARM-UP SUITS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	12.2%	$39.55
Specialty Sport Shops	3.9	47.60
Pro Shops	1.0	*
Discount Stores	23.5	21.33
Department Stores	47.4	29.79
Mail Order	4.1	34.25
Catalog Showroom	0.3	*
Other Outlets	7.6	29.87
Total	100.0%	$30.01

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	6.5	132.8
1977	11.4	236.1
1978	7.5	168.8
1979	7.4	188.8
1980	11.8	355.0
1981	13.1	352.2
1982	15.8	448.9
1983	21.0	631.7

1977-79 projections based on family households; 1980-83 based on all households.

ATHLETIC AND SPORT FOOTWEAR

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Dollars	
Aerobic Shoes	1,104	$26.49	29,253		200%	(a)
Baseball Shoes	3,184	20.69	65,886	39	38	
Basketball Shoes *	4,002	29.78	119,194	44	48	
Bowling Shoes			33,600		5	(a)(b)
Football Shoes	1,525	24.89	37,958		12	(a)
Golf Shoes	2,548	45.27	115,328	14	17	
Gym Shoes/Sneakers **	31,687	20.17	639,121	-5	-3	
Hiking Boots			84,900		-1	(a)(b)
Hunting Boots			65,000		-2	(a)(b)
Jogging/running Shoes	19,019	29.27	556,688	24	32	
Racquetball Shoes	1,256	29.54	37,110	11	21	
Soccer Shoes	3,068	21.08	64,665	16	33	
Tennis Shoes	14,070	24.15	339,791	13	19	
Total			$2,188,494		15%	

* This category is significantly understated; it is likely many consumers record such purchases as "gym shoes."

** This category is based on consumer perception and probably includes footwear more accurately placed in other footwear categories.

Note: 1982 sales projections for racquetball shoes were revised.

ATHLETIC AND SPORT FOOTWEAR

AEROBIC SHOES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.5%	$29.35
Specialty Sport Shops	23.2	33.37
Pro Shops	2.0	*
Discount Stores	10.6	*
Department Stores	23.2	23.97
Mail Order	4.0	*
Catalog Showroom	0.7	*
Other Outlets	11.8	*
Total	100.0%	$26.49

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	9.7 (e)
1983	1.1	29.3

1977-79 projections based on family households; 1980-83 based on all households.

BASEBALL SHOES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	48.9%	$24.05
Specialty Sport Shops	5.8	25.77
Pro Shops	0.8	*
Discount Stores	21.7	15.00
Department Stores	14.1	17.31
Mail Order	0.5	*
Catalog Showroom	0.3	*
Other Outlets	7.9	16.53
Total	100.0%	$20.69

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.5	32.1
1977	2.8	38.2
1978	3.1	43.8
1979	2.7	45.0
1980	3.1	56.2
1981	2.7	57.6
1982	2.3	47.9
1983	3.2	65.9

1977-79 projections based on family households; 1980-83 based on all households.

ATHLETIC AND SPORT FOOTWEAR

BASKETBALL SHOES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	40.0%	$34.35
Specialty Sport Shops	11.7	35.22
Pro Shops	1.3	*
Discount Stores	15.8	20.79
Department Stores	17.4	25.57
Mail Order	0.8	*
Catalog Showroom	0.5	*
Other Outlets	12.5	28.63
Total	100.0%	$29.78

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	4.7	75.1
1977	5.0	83.6
1978	4.8	97.6
1979	5.2	118.7
1980	3.4	85.8
1981	2.9	80.3
1982	2.8	80.5
1983	4.0	119.2

1977-79 projections based on family households; 1980-83 based on all households.

FOOTBALL SHOES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	48.3%	$28.01
Specialty Sport Shops	12.4	31.14
Pro Shops	0.6	*
Discount Stores	15.7	16.07
Department Stores	14.0	19.08
Mail Order	0.6	*
Catalog Showroom	-	-
Other Outlets	8.4	*
Total	100.0%	$24.89

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	1.6	22.8
1977	1.6	24.4
1978	1.5	25.1
1979	1.3	25.3
1980	1.3	29.4
1981	N.A.	32.3 (e)
1982	N.A.	33.9 (e)
1983	1.5	38.0

1977-79 projections based on family households; 1980-83 based on all households.

ATHLETIC AND SPORT FOOTWEAR

GOLF SHOES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	19.2%	$40.95
Specialty Sport Shops	17.6	48.93
Pro Shops	36.0	53.41
Discount Stores	11.5	29.11
Department Stores	2.9	*
Mail Order	3.5	*
Catalog Showroom	1.0	*
Other Outlets	8.3	43.27
Total	100.0%	$45.27

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	2.4	64.9
1977	2.0	55.8
1978	1.6	47.8
1979	1.5	48.7
1980	N.A.	68.0 (e)
1981	1.9	78.4
1982	2.2	98.5
1983	2.5	115.3

1977-79 projections based on family households; 1980-83 based on all households.

GYM SHOES/SNEAKERS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	12.2%	$29.14
Specialty Sport Shops	6.4	29.64
Pro Shops	0.5	*
Discount Stores	29.4	14.55
Department Stores	31.0	19.09
Mail Order	2.0	20.56
Catalog Showroom	0.2	*
Other Outlets	18.3	20.99
Total	100.0%	$20.17

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	465.0
1978	42.1	511.9
1979	36.2	506.4
1980	29.4	464.9
1981	34.1	616.4
1982	33.5	658.8
1983	31.7	639.1

1977-79 projections based on family households; 1980-83 based on all households.

ATHLETIC AND SPORT FOOTWEAR

JOGGING/RUNNING SHOES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	25.9%	$34.97
Specialty Sport Shops	16.3	41.26
Pro Shops	1.1	*
Discount Stores	15.4	18.69
Department Stores	25.4	23.26
Mail Order	2.1	27.69
Catalog Showroom	0.1	*
Other Outlets	13.7	26.94
Total	100.0%	$29.27

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	9.0	147.0
1978	13.0	238.6
1979	14.0	304.0
1980	16.3	397.3
1981	13.7	372.1
1982	15.4	421.0
1983	19.0	556.7

1977-79 projections based on family households; 1980-83 based on all households.

RACQUETBALL SHOES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	39.3%	$29.98
Specialty Sport Shops	17.2	30.92
Pro Shops	8.3	*
Discount Stores	9.7	*
Department Stores	12.4	*
Mail Order	0.7	*
Catalog Showroom	-	-
Other Outlets	12.4	*
Total	100.0%	$29.54

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	29.6 (e)
1980	1.0	26.0
1981	1.1	28.0
1982	1.1	30.6
1983	1.3	37.1

1977-79 projections based on family households; 1980-83 based on all households.

ATHLETIC AND SPORT FOOTWEAR

SOCCER SHOES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	36.1%	$23.44
Specialty Sport Shops	16.1	29.35
Pro Shops	1.8	*
Discount Stores	18.2	13.60
Department Stores	15.1	17.67
Mail Order	0.4	*
Catalog Showroom	-	-
Other Outlets	12.3	15.80
Total	100.0%	$21.08

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	3.5	51.5
1980	2.8	43.7
1981	2.2	43.1
1982	2.6	48.6
1983	3.1	64.7

1977-79 projections based on family households; 1980-83 based on all households.

TENNIS SHOES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	24.6%	$30.50
Specialty Sport Shops	9.6	32.40
Pro Shops	2.5	32.88
Discount Stores	23.5	16.14
Department Stores	26.1	21.61
Mail Order	1.7	*
Catalog Showroom	0.4	*
Other Outlets	11.6	23.48
Total	100.0%	$24.15

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	12.5	183.9 **
1977	29.0	389.5
1978	22.5	309.9
1979	20.5	317.3
1980	19.6	359.1
1981	12.7	283.8
1982	12.4	286.6
1983	14.1	339.8

1977-79 projections based on family households; 1980-83 based on all households.

** Does not include tennis style sport shoes

ATHLETIC & SPORT EQUIPMENT

ARCHERY EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Bows	655	$106.23	$69,534		1%	(a)
Arrows			62,700		10	(a)(b)
Accessories			46,700		10	(a)(b)
Total			$178,934		6%	

ARCHERY BOWS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	32.1%	$140.88
Specialty Sport Shops	16.0	*
Pro Shops	2.5	*
Discount Stores	13.6	*
Department Stores	11.1	*
Mail Order	12.3	*
Catalog Showroom	6.2	*
Other Outlets	6.2	*
Total	100.0%	$106.23

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars	
1976	0.7	50.2	
1977	0.7	50.3	
1978	0.6	46.6	
1979	0.7	52.7	
1980	0.6	64.8	
1981	0.6	64.8	
1982	N.A.	68.8	(e)
1983	0.7	69.5	

1977-79 projections based on family households; 1980-83 based on all households.

BASEBALL AND SOFTBALL EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Gloves	3,582	$27.01	$96,744	4%	13%	
Baseballs	5,907	3.75	22,152		9	(a)
Aluminum Bats	1,864	14.89	27,752		20	(a)
Uniforms			26,300		5	(a)(b)
Total			$172,948		12%	

GLOVES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	33.6%	$37.37
Specialty Sport Shops	3.3	*
Pro Shops	0.7	*
Discount Stores	29.9	21.04
Department Stores	22.3	22.46
Mail Order	0.2	*
Catalog Showroom	4.5	*
Other Outlets	5.5	13.61
Total	100.0%	$27.01

1976-1983 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	3.9	65.1
1977	4.6	81.0
1978	4.0	73.7
1979	4.2	80.3
1980	4.0	92.2
1981	3.3	92.0
1982	3.4	85.6
1983	3.6	96.7

1977-79 projections based on family households; 1980-83 based on all households.

BASEBALL AND SOFTBALL EQUIPMENT

ALUMINUM BATS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	43.0%	$18.18
Specialty Sport Shops	3.8	*
Pro Shops	0.5	*
Discount Stores	27.0	11.27
Department Stores	19.2	12.89
Mail Order	0.5	*
Catalog Showroom	1.1	*
Other Outlets	4.9	*
Total	100.0%	$14.89

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	23.1 (e)
1983	1.9	27.8

1977-79 projections based on family households; 1980-83 based on all households.

BASEBALLS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	23.5%	$4.55
Specialty Sport Shops	1.5	*
Pro Shops	0.8	*
Discount Stores	37.1	3.78
Department Stores	25.0	3.42
Mail Order	1.5	*
Catalog Showroom	2.3	*
Other Outlets	8.3	*
Total	100.0%	$3.75

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	5.3	15.6
1978	6.2	18.0
1979	6.0	19.4
1980	N.A.	20.4 (e)
1981	N.A.	20.4 (e)
1982	N.A.	20.4 (e)
1983	5.9	22.2

1977-79 projections based on family households; 1980-83 based on all households.

BASKETBALL EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Basketballs	2,424	$15.37	$37,258	3%	14%	
Backboards			35,600		15	(b)
Total			$72,858		15%	

BASKETBALLS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.4%	$21.26
Specialty Sport Shops	2.3	*
Pro Shops	0.3	*
Discount Stores	39.4	13.39
Department Stores	24.6	13.60
Mail Order	1.4	*
Catalog Showroom	5.4	*
Other Outlets	6.2	10.14
Total	100.0%	$15.37

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	3.8	37.7
1977	4.4	45.1
1978	3.0	33.9
1979	3.2	40.4
1980	3.2	39.7
1981	2.7	38.4
1982	2.3	32.6
1983	2.4	37.3

1977-79 projections based on family households; 1980-83 based on all households.

BILLIARD EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Billiard Tables (selling over $99.50)	133	$609.74	$81,175		-24%	(a)
Supplies			17,900		5	(a)(b)
Total			$99,075		-20%	

BILLIARD/POOL TABLES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	5.0%	*
Specialty Sport Shops	30.0	*
Pro Shops	-	-
Discount Stores	10.0	*
Department Stores	15.0	*
Mail Order	5.0	*
Catalog Showroom	-	-
Other Outlets	35.0	*
Total	100.0%	$609.74

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars	
1976	0.3	116.4	
1977	0.2	93.9	
1978	0.2	106.9	
1979	0.3	173.1	
1980	0.3	156.1	
1981	0.2	129.1	
1982	N.A.	107.0	(e)
1983	0.1	81.2	

1977-79 projections based on family households; 1980-83 based on all households.

BOWLING ACCESSORIES

1983 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Balls	1,964	$40.06	$78,665	-2%	1%	
Bags			26,900		5	(a)(b)
Total			$105,565		2%	

BOWLING BALLS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	12.4%	$38.59
Specialty Sport Shops	11.6	51.41
Pro Shops	35.6	50.39
Discount Stores	19.8	25.67
Department Stores	12.0	27.11
Mail Order	-	-
Catalog Showroom	-	-
Other Outlets	8.6	36.55
Total	100.0%	$40.06

1976-1983 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	2.2	59.6
1977	2.4	67.9
1978	2.3	66.5
1979	2.2	67.9
1980	2.4	80.1
1981	2.3	80.4
1982	2.0	77.7
1983	2.0	78.7

1977-79 projections based on family households; 1980-83 based on all households.

BICYCLES

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Dollars	
10-12-15 Speed Bicycle	4,575	$166.23	$760,502		16%	(a)
Total			$760,502		16%	

10-12-15 SPEED BICYCLES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	6.0%	$209.55
Specialty Sport Shops	32.8	235.04
Pro Shops	2.3	*
Discount Stores	15.4	106.09
Department Stores	26.3	116.76
Mail Order	0.2	*
Catalog Showroom	1.0	*
Other Outlets	16.0	131.18
Total	100.0%	$166.23

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars	
1976	N.A.	N.A.	
1977	N.A.	N.A.	
1978	N.A.	N.A.	
1979	N.A.	N.A.	
1980	N.A.	N.A.	
1981	N.A.	N.A.	
1982	N.A.	655.6	(a)
1983	4.6	760.5	

1977-79 projections based on family households; 1980-83 based on all households.

CAMPING EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Backpacks	2,965	$32.35	$ 95,922	-5%	1%	
Tents	2,397	99.68	238,930	13	10	
Sleeping Bags	5,546	41.59	230,641		9	(a)
Lanterns			36,900		-	(b)
Camp Stoves			32,000		-	(b)
Ice Chests			140,000		5	(a)(b)
Heaters			9,800		-	(a)(b)
Total			$784,193		7%	

Note: 1982 sales projections for tents and sleeping bags were revised.

BACKPACKS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	22.9%	$42.93
Specialty Sport Shops	11.7	79.71
Pro Shops	-	-
Discount Stores	27.2	16.74
Department Stores	17.1	15.94
Mail Order	4.0	*
Catalog Showroom	6.0	*
Other Outlets	11.1	21.33
Total	100.0%	$32.35

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	1.7	37.1
1977	1.6	36.0
1978	1.4	32.7
1979	1.6	40.5
1980	2.5	59.9
1981	2.6	79.2
1982	3.1	94.5
1983	3.0	95.9

1977-79 projections based on family households; 1980-83 based on all households.

CAMPING EQUIPMENT

TENTS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	19.6%	$124.85
Specialty Sport Shops	3.9	*
Pro Shops	0.3	*
Discount Stores	21.1	69.69
Department Stores	38.9	101.57
Mail Order	6.0	124.30
Catalog Showroom	4.5	*
Other Outlets	5.7	*
Total	100.0%	$99.68

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	1.7	120.9
1977	1.3	96.7
1978	1.5	109.7
1979	1.3	109.4
1980	1.8	181.5
1981	1.8	183.5
1982	2.1	217.2
1983	2.4	238.9

1977-79 projections based on family households; 1980-83 based on all households.

SLEEPING BAGS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	15.4%	$58.30
Specialty Sport Shops	5.7	93.90
Pro Shops	0.9	*
Discount Stores	25.2	25.07
Department Stores	33.0	27.60
Mail Order	4.9	*
Catalog Showroom	8.0	36.21
Other Outlets	6.9	48.33
Total	100.0%	$41.59

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	6.4	151.9
1977	5.1	130.8
1978	4.5	114.3
1979	4.0	103.5
1980	6.0	201.3
1981	4.6	176.9
1982	N.A.	211.6 (e)
1983	5.5	230.6

1977-79 projections based on family households; 1980-83 based on all households.

EXERCISE EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Multi-purpose Home Gym	727	$264.77	$192,528		48%	(a)
Rowing Machines	433	148.39	64,247		179	(a)
Stationary Exercise Bicycles	2,381	115.27	274,491		24	(a)
Gravity/Inversion Equipment	300	139.39	41,781		27	(a)
Jogging/Mini-Trampolines	1,554	46.92	72,924	31	-10	
Barbells/Weight Sets	2,959	47.88	141,656	6	27	
Weight Benches			91,300		20	(b)
Treadmills			48,000		27	(a)(b)
Spring Tension Exercisers			18,800		5	(a)(b)
Jump Ropes			14,500		10	(a)(b)
Total			$960,227		33%	

Note: 1982 sales projections for exercise bikes, rowing machines and treadmills have been revised.

EXERCISE EQUIPMENT

MULTI-PURPOSE HOME GYM

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	6.4%	*
Specialty Sport Shops	1.6	*
Pro Shops	-	-
Discount Stores	23.2	229.90
Department Stores	47.2	216.32
Mail Order	11.2	*
Catalog Showroom	4.8	*
Other Outlets	5.6	*
Total	100.0%	$264.77

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	130.0 (e)
1983	0.7	192.5

1977-79 projections based on family households; 1980-83 based on all households.

ROWING MACHINES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.4%	*
Specialty Sport Shops	1.3	*
Pro Shops	-	-
Discount Stores	30.3	110.09
Department Stores	17.1	*
Mail Order	17.1	*
Catalog Showroom	5.3	*
Other Outlets	10.5	*
Total	100.0%	$148.39

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	23.0 (e)
1983	0.4	64.2

1977-79 projections based on family households; 1980-83 based on all households.

EXERCISE EQUIPMENT

STATIONARY EXERCISE BICYCLES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	6.2%	$148.28
Specialty Sport Shops	4.7	*
Pro Shops	-	-
Discount Stores	22.2	84.26
Department Stores	41.2	102.45
Mail Order	9.0	101.14
Catalog Showroom	5.7	103.48
Other Outlets	11.0	120.11
Total	100.0%	$115.27

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	0.6	43.2
1978	0.8	63.7
1979	0.8	78.2
1980	1.0	102.5
1981	1.5	163.2
1982	N.A.	221.4 (e)
1983	2.4	274.5

1977-79 projections based on family households; 1980-83 based on all households.

GRAVITY/INVERSION EQUIPMENT

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	29.1%	*
Specialty Sport Shops	10.4	*
Pro Shops	2.1	*
Discount Stores	16.7	*
Department Stores	14.6	*
Mail Order	8.3	*
Catalog Showroom	2.1	*
Other Outlets	16.7	*
Total	100.0%	$139.39

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	32.9
1983	0.3	41.8

1977-79 projections based on family households; 1980-83 based on all households.

EXERCISE EQUIPMENT

JOGGING/MINI TRAMPOLINES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	11.3%	$42.74
Specialty Sport Shops	5.0	*
Pro Shops	-	-
Discount Stores	37.0	38.21
Department Stores	24.5	46.24
Mail Order	3.8	*
Catalog Showroom	4.6	*
Other Outlets	13.8	56.18
Total	100.0%	$46.92

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	70.5 (e)
1982	1.2	92.2
1983	1.6	72.9

1977-79 projections based on family households; 1980-83 based on all households.

BARBELL/WEIGHT SETS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.4%	$42.43
Specialty Sport Shops	2.0	*
Pro Shops	-	-
Discount Stores	25.2	31.66
Department Stores	39.8	56.89
Mail Order	3.3	*
Catalog Showroom	6.5	41.69
Other Outlets	5.8	37.70
Total	100.0%	$47.88

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.5	50.0
1978	1.7	57.0
1979	1.6	58.3
1980	2.9	134.6
1981	2.7	135.1
1982	2.8	111.5
1983	3.0	141.7

1977-79 projections based on family households; 1980-83 based on all households.

FIREARMS AND HUNTING EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Shotguns	1,166	$232.21	$270,679	4%	-1%	
Rifles	1,299	213.63	277,480	-7	12	
Handguns			344,000		-	(a)(b)
Ammunition			530,000		3	(a)(b)
Reloading Equipment			49,000		-	(a)(b)
Hunting Clothing			87,200		5	(a)(b)
Airguns			57,000		-	(a)(b)
Folding lockback knives	2,419	20.77	50,233			(a)
Total			$1,665,592		6	

Note: The average prices reported for shotguns and rifles between 1977 and 1982 have been revised.

SHOTGUNS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	26.1%	$250.48
Specialty Sport Shops	16.1	288.88
Pro Shops	1.9	*
Discount Stores	17.4	177.32
Department Stores	11.2	*
Mail Order	1.2	*
Catalog Showroom	2.5	*
Other Outlets	23.6	200.16
Total	100.0%	$232.21

1976-1983 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	1.6	200.0
1977	1.6	240.3
1978	1.6	264.6
1979	1.5	285.3
1980	1.5	281.3
1981	1.3	252.0
1982	1.1	272.1
1983	1.2	270.7

1977-79 projections based on family households; 1980-83 based on all households.

FIREARMS AND HUNTING EQUIPMENT

RIFLES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	31.3%	$248.92
Specialty Sport Shops	12.3	218.35
Pro Shops	1.2	*
Discount Stores	13.5	147.95
Department Stores	14.1	133.13
Mail Order	3.1	*
Catalog Showroom	1.2	*
Other Outlets	23.3	245.79
Total	100.0%	$213.63

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	2.0	200.0
1977	1.9	249.5
1978	1.9	273.1
1979	1.9	275.9
1980	1.7	286.1
1981	1.4	287.0
1982	1.4	246.7
1983	1.3	277.5

1977-79 projections based on family households; 1980-83 based on all households.

FOLDING LOCKBACK KNIVES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	17.6%	$24.00
Specialty Sport Shops	7.9	*
Pro Shops	-	-
Discount Stores	20.9	15.80
Department Stores	12.6	19.30
Mail Order	9.6	24.83
Catalog Showroom	5.9	*
Other Outlets	25.5	19.15
Total	100.0%	$20.77

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	N.A.	N.A.
1978	N.A.	N.A.
1979	N.A.	N.A.
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	48.3 (e)
1983	2.4	50.2

1977-79 projections based on family households; 1980-83 based on all households.

FISHING TACKLE

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Reels - Total	11,200	$30.00	$336,000		6%	(b)
Rods - Separate			87,400		5	(a)(b)
Tackle Boxes			33,800		5	(b)
Lures			127,000		5	(b)
Lines, Terminal Tackle & Other Accessories			34,600		5	(a)(b)
Total			$618,800		6%	

1982 ROD-REEL COMBINATIONS

1982 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
General Sporting Goods	13.6%	$44.85
Sport Specialty Stores	10.8	48.11
Boat Dealers	1.2	*
Discount Stores	38.7	27.75
Department Stores	17.6	28.35
Mail Order	1.2	*
Catalog Showroom	5.3	33.79
Other Outlets	11.6	33.39
Total	100.0%	$33.38

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars	
1976	7.2	133.7	
1977	8.5	176.0	
1978	6.0	125.4	
1979	5.0	139.6	
1980	6.9	196.1	
1981	7.3	245.7	
1982	6.3	209.1	
1983	N.A.	221.7	(e)

1977-79 projections based on family households; 1980-83 based on all households.

FOOTBALL EQUIPMENT

1983 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Footballs	1,771	$15.42	$27,304		5%	(a)
Helmets, Uniforms & Protective Equipments			24,200		5	(a)(b)
Total			$51,504		5%	

FOOTBALLS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	20.7%	$21.43
Specialty Sport Shops	4.1	*
Pro Shops	0.4	*
Discount Stores	31.3	12.52
Department Stores	28.5	13.76
Mail Order	2.8	*
Catalog Showroom	3.3	*
Other Outlets	8.9	11.68
Total	100.0%	$15.42

1976-1983 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	3.2	30.5
1977	3.3	33.4
1978	2.4	27.1
1979	2.7	29.3
1980	N.A.	N.A.
1981	N.A.	N.A.
1982	N.A.	N.A.
1983	1.8	27.3

1977-79 projections based on family households; 1980-83 based on all households.

GOLF EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Clubs(Individual)	10,515	$35.00	$368,025	37%	44%	
Balls(dozen)			164,000		5	(b)
Bags			81,500		30	(b)
Carts			19,800		10	(a)(b)
Total			$633,325		29%	

SETS OF CLUBS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	18.0%	$244.39
Specialty Sport Shops	16.3	259.60
Pro Shops	32.6	300.63
Discount Stores	7.8	192.53
Department Stores	6.9	*
Mail Order	8.6	254.43
Catalog Showrcom	1.6	*
Other Outlets	8.2	223.00
Total	100.0%	$254.39

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units Clubs	Dollars
1976	12.1	239.6
1977	11.0	236.2
1978	9.1	200.7
1979	8.7	216.6
1980	7.5	194.5
1981	6.5	199.9
1982	7.8	255.7
1983	10.5	368.0

1977-79 projections based on family households; 1980-83 based on all households.

ICE SKATES AND HOCKEY EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Dollars	
Hockey Skates	466	$73.07	$34,070		9%	(a)
Figure Skates			31,100		5	(a)(b)
Hockey Sticks			12,500		10	(b)
Uniforms and Protective Equipment			17,500		15	(a)(b)
Total			$95,170		9%	

HOCKEY SKATES

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	45.4%	$72.40
Specialty Sport Shops	20.0	*
Pro Shops	7.3	*
Discount Stores	7.3	*
Department Stores	12.7	*
Mail Order	1.8	*
Catalog Showroom	-	-
Other Outlets	5.5	*
Total	100.0%	$73.07

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars	
1976	0.7	20.9	
1977	0.7	22.1	
1978	0.5	20.6	
1979	0.4	17.9	
1980	0.7	33.8	
1981	0.6	31.2	
1982	N.A.	31.2	(e)
1983	0.5	34.1	

1977-79 projections based on family households; 1980-83 based on all households.

RACQUETBALL EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Racquets	1,553	$33.40	$51,877	-12%	5%	
Balls (can of 2)			21,200		-5	(a)(b)
Total			$73,077		2%	

RACQUETBALL RACQUETS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	34.4%	$42.68
Specialty Sport Shops	6.0	*
Pro Shops	6.6	*
Discount Stores	21.1	22.40
Department Stores	12.0	26.40
Mail Order	1.2	*
Catalog Showroom	12.7	31.14
Other Outlets	6.0	*
Total	100.0%	$33.40

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	0.8	14.1
1977	1.9	34.3
1978	2.7	50.7
1979	4.0	82.5
1980	2.8	65.8
1981	2.6	69.8
1982	1.8	49.5
1983	1.6	51.9

1977-79 projections based on family households; 1980-83 based on all households.

SNOW SKIING EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Dollars	
Cross-Country						
Skis	400	$92.53	$37,012	-2%	5%	
Boots			29,600		5	(a)(b)
Bindings			10,300		5	(a)(b)
Poles			9,700		5	(a)(b)
Total Cross-Country			$86,612		5	
Downhill						
Skis	690	$167.56	$115,616	17%	20%	
Boots			121,000		20	(a)(b)
Bindings			51,000		20	(a)(b)
Poles			11,500		20	(a)(b)
Total Downhill			$299,116		20	
Total			$385,728		16%	

SNOW SKIING EQUIPMENT

CROSS-COUNTRY SKIS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	36.5%	$95.18
Specialty Sport Shops	54.0	96.79
Pro Shops	-	-
Discount Stores	1.6	*
Department Stores	-	-
Mail Order	1.6	*
Catalog Showroom	-	-
Other Outlets	6.3	*
Total	100.0%	$92.53

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	(Combined with Downhill)	
1977	(Combined with Downhill)	
1978	0.9	59.6
1979	0.9	70.6
1980	0.6	48.0
1981	0.4	35.3
1982	0.4	35.4
1983	0.4	37.0

1977-79 projections based on family households; 1980-83 based on all households.

DOWNHILL SKIS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	49.4%	$171.99
Specialty Sport Shops	29.1	196.76
Pro Shops	3.8	*
Discount Stores	6.3	*
Department Stores	-	-
Mail Order	1.3	*
Catalog Showroom	-	-
Other Outlets	10.1	*
Total	100.0%	$167.56

1976-1983 CONSUMER PURCHASES (In millions)

Year	Units	Dollars
1976	1.2	139.5 **
1977	1.4	151.2 **
1978	1.0	120.0
1979	0.9	119.1
1980	0.7	117.6
1981	0.6	91.6
1982	0.6	96.2
1983	0.7	115.6

1977-79 projections based on family households; 1980-83 based on all households.

**Includes Cross-Country Skis

SOCCER EQUIPMENT

1983 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Balls	2,142	$14.19	$30,402	-5%	-5%	
Uniforms			26,300		-	(a)(b)
Total			$56,702		-3%	

SOCCER BALLS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	29.4%	$18.68
Specialty Sport Shops	4.3	*
Pro Shops	0.5	*
Discount Stores	35.4	10.96
Department Stores	18.0	12.47
Mail Order	0.5	*
Catalog Showroom	4.3	*
Other Outlets	7.6	*
Total	100.0%	$14.19

1976-1983 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars
1976	N.A.	N.A.
1977	1.4	13.8
1978	1.9	21.8
1979	2.1	24.1
1980	2.6	29.4
1981	2.2	28.3
1982	2.2	32.0
1983	2.1	30.4

1977-79 projections based on family households; 1980-83 based on all households.

TENNIS EQUIPMENT

1983 CONSUMER PURCHASES
(In thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Tennis Rackets	3,036	$56.04	$170,147	3%	8%	
Tennis Balls-cans of 3 - 4	43,406	2.83	122,839		3	(a)
Total			$292,98[illegible]		6%	

Note: 1982 sales projections for tennis balls were revised.

TENNIS RACKETS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	33.8%	$60.92
Specialty Sport Shops	8.7	78.40
Pro Shops	8.4	105.83
Discount Stores	17.6	32.53
Department Stores	11.8	38.53
Mail Order	4.5	*
Catalog Showroom	7.0	39.65
Other Outlets	8.0	42.04
Total	100.0%	$56.04

1976-1983 CONSUMER PURCHASES
(In millions)

Year	Units	Dollars
1976	8.6	183.7
1977	8.3	174.7
1978	4.9	137.0
1979	4.1	125.4
1980	3.4	121.8
1981	3.0	131.6
1982	3.0	157.4
1983	3.0	170.1

1977-79 projections based on family households; 1980-83 based on all households.

TENNIS EQUIPMENT

BALLS (Can of 3 or 4)

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	14.8%	$2.83
Specialty Sport Shops	4.1	*
Pro Shops	2.0	*
Discount Stores	47.6	2.84
Department Stores	17.6	2.88
Mail Order	0.4	*
Catalog Showroom	4.9	*
Other Outlets	8.6	2.81
Total	100.0%	$2.83

1976-1983 CONSUMER PURCHASES (in millions)

Year	Units	Dollars
1976	55.0	131.5
1977	57.0	137.3
1978	47.3	115.4
1979	46.4	114.9
1980	N.A.	115.0 (e)
1981	49.8	121.9
1982	N.A.	119.3 (e)
1983	43.4	122.8

1977-79 projections based on family households; 1980-83 based on all households.

WATER SKIS

1983 CONSUMER PURCHASES
(in thousands)

	Units	Average Price	Dollars	Percent Change vs. 1982 Units	Percent Change vs. 1982 Dollars	
Water Skis	997	$133.06	$132,661		25%	(a)
Total			$132,661		25%	

WATER SKIS

1983 CONSUMER PURCHASES

Place of Purchase	Percent of Units	Average Price
Sporting Goods Stores	21.2%	*
Specialty Sport Shops	36.6	*
Pro Shops	1.9	*
Discount Stores	19.2	*
Department Stores	1.9	*
Mail Order	3.9	*
Catalog Showroom	3.8	*
Other Outlets	11.5	*
Total	100.0%	$133.06

1976-1983 CONSUMER PURCHASES
(in millions)

Year	Units	Dollars	
1976	N.A.	87.0	(e)
1977	1.5	110.0	
1978	1.5	122.6	
1979	1.2	123.3	
1980	N.A.	123.0	(e)
1981	1.1	123.0	
1982	N.A.	106.0	(e)
1983	1.0	132.7	

1977-79 projections based on family households; 1980-83 based on all households.

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DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

The tables on the following pages show the demographic distribution of dollar purchases of each product included in the survey. The breakdown of total U.S. households is shown for comparison.

The geographic regions referred to are shown on the map below.

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DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

		--Athletic & Sport Clothing--		
	Total U.S. Households	Bathing Suits	Golf Clothes	Leotards
Age of User				
Under 14	20.5%	10.3%	.1%	12.9%
14 to 17	6.2	7.1	1.3	5.3
18 to 24	12.8	13.2	2.1	17.3
25 to 44	29.8	48.2	35.3	53.1
45 & Older	30.7	21.2	61.2	11.4
Multiple Users	--	--	--	--
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	34.4%	15.8%	8.3%	15.9%
$15,000 - $24,999	20.6	17.5	9.8	17.6
$25,000 - $34,999	18.8	23.8	13.5	21.5
$35,000 & Over	25.2	42.9	68.4	45.0
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	11.2%	3.5%	0.6%	4.6%
High School	36.3	22.7	14.1	17.8
Some College	26.5	28.5	20.7	29.2
College Graduate	26.0	45.3	64.6	48.4
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	5.6%	6.1%	4.6%	5.1%
Middle Atlantic	15.9	19.5	17.2	15.0
East North Central	17.7	16.3	28.7	15.0
West North Central	7.6	5.0	5.5	6.4
South Atlantic	17.1	18.1	16.1	14.8
East South Central	6.1	4.9	2.5	6.1
West South Central	10.8	9.5	7.7	10.4
Mountain	5.1	4.3	4.3	6.9
Pacific	14.1	16.3	13.4	20.3
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

	-------Athletic & Sport Clothing-------			
	Parkas	Skiwear	Sweat-shirts	Tennis Clothing
Age of User				
Under 14	7.4%	6.7%	10.0%	5.9%
14 to 17	8.7	15.2	14.0	9.2
18 to 24	13.9	22.4	19.2	8.2
25 to 44	49.4	50.2	42.3	56.3
45 & Older	20.6	5.5	14.5	20.4
Multiple Users	--	--	--	--
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	13.4%	7.2%	17.2%	8.1%
$15,000 - $24,999	15.6	11.5	18.7	13.2
$25,000 - $34,999	22.3	24.6	19.7	18.8
$35,000 & Over	48.7	56.7	44.4	59.9
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	4.6%	3.5%	6.7%	1.0%
High School	17.4	12.0	22.7	9.9
Some College	22.3	24.1	26.9	21.3
College Graduate	55.7	60.4	43.7	67.8
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	12.8%	12.2%	5.9%	3.7%
Middle Atlantic	23.4	17.6	21.5	15.6
East North Central	18.1	12.1	19.1	16.5
West North Central	7.3	7.6	7.2	6.3
South Atlantic	10.6	14.3	14.0	19.7
East South Central	2.1	0.7	5.5	9.1
West South Central	4.3	9.0	6.7	9.2
Mountain	7.6	4.4	4.3	2.3
Pacific	13.8	22.1	15.8	17.6
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

		----Footwear----	
	Total U.S. Households	Warm-up Suits	Aerobic Shoes	Baseball Shoes
Age of User				
Under 14	20.5%	9.2%	2.8%	37.1%
14 to 17	6.2	8.5	5.3	14.5
18 to 24	12.8	12.2	13.0	12.0
25 to 44	29.8	45.9	64.3	33.6
45 & Older	30.7	24.2	14.6	2.8
Multiple Users	--	--	--	--
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	34.4%	16.0%	22.7%	15.9%
$15,000 - $24,999	20.6	15.5	14.2	19.3
$25,000 - $34,999	18.8	24.1	19.5	29.4
$35,000 & Over	26.2	44.4	43.6	35.4
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	11.2%	4.5%	2.3%	6.0%
High School	36.3	22.4	20.1	29.5
Some College	26.5	28.1	29.8	29.6
College Graduate	26.0	45.0	47.8	34.9
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	5.6%	4.5%	4.0%	4.2%
Middle Atlantic	15.9	18.0	12.5	15.1
East North Central	17.7	17.9	12.4	18.6
West North Central	7.6	6.9	4.9	6.3
South Atlantic	17.1	15.3	14.2	16.7
East South Central	6.1	6.6	3.9	5.3
West South Central	10.8	11.6	7.2	7.5
Mountain	5.1	4.4	6.0	7.7
Pacific	14.1	14.8	34.9	18.6
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

	-------Athletic & Sport Footwear-------			
	Basketball Shoes	Football Shoes	Golf Shoes	Gym Shoes/ Sneakers
Age of User				
Under 14	21.4%	26.8%	0.6%	43.5%
14 to 17	34.3	50.6	2.6	19.2
18 to 24	19.6	10.6	4.3	10.3
25 to 44	23.5	12.0	36.9	19.8
45 & Older	1.2	--	55.6	7.2
Multiple Users	--	--	--	--
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	20.1%	17.8%	6.0%	20.1%
$15,000 - $24,999	18.2	16.8	11.9	19.5
$25,000 - $34,999	20.6	25.7	21.6	21.9
$35,000 & Over	41.1	39.7	60.5	38.5
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	7.0%	5.2%	5.3%	6.2%
High School	27.1	34.3	18.9	31.8
Some College	22.7	25.8	24.3	26.0
College Graduate	43.2	34.7	51.5	36.0
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	6.7%	3.0%	5.9%	7.4%
Middle Atlantic	18.3	14.5	14.6	22.2
East North Central	24.4	17.9	23.6	21.5
West North Central	9.9	7.1	4.5	6.9
South Atlantic	11.1	15.5	16.1	13.4
East South Central	4.6	6.2	4.7	4.9
West South Central	9.3	9.8	10.9	6.3
Mountain	6.3	9.6	6.9	5.5
Pacific	9.4	16.4	12.8	11.9
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

		--Athletic & Sport Footwear--		
	Total U.S. Households	Running/ Jogging Shoes	Racquetball Shoes	Soccer Shoes
Age of User				
Under 14	20.5%	9.7%	3.1%	59.5%
14 to 17	6.2	10.2	5.2	21.3
18 to 24	12.8	12.0	14.8	4.8
25 to 44	29.8	51.5	71.8	13.8
45 & Older	30.7	16.6	5.1	0.6
Multiple Users	--	--	--	--
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	34.4%	15.9%	14.3%	11.5%
$15,000 - $24,999	20.6	18.3	16.0	10.4
$25,000 - $34,999	18.8	24.9	22.9	21.1
$35,000 & Over	26.2	40.9	46.8	57.0
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	11.2%	4.0%	1.3%	1.8%
High School	36.3	21.1	17.8	19.6
Some College	26.5	22.8	18.6	21.5
College Graduate	26.0	52.1	62.3	57.1
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	5.6%	5.5%	5.0%	5.9%
Middle Atlantic	15.9	16.6	14.7	18.4
East North Central	17.7	15.8	18.6	13.3
West North Central	7.6	5.8	6.6	6.1
South Atlantic	17.1	14.8	13.1	18.3
East South Central	6.1	5.4	1.6	2.4
West South Central	10.8	10.0	7.5	11.4
Mountain	5.1	6.5	5.2	4.4
Pacific	14.1	18.6	27.7	19.8
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

		--Baseball/Softball--		
	Tennis Shoes	Archery Bows	Aluminum Bats	Balls
Age of User				
Under 14	18.1%	5.6%	32.4%	20.1%
14 to 17	14.7	11.0	6.5	1.4
18 to 24	16.1	13.8	11.0	4.0
25 to 44	36.8	57.0	39.8	49.3
45 & Older	14.3	7.5	0.8	2.2
Multiple Users	--	5.1	9.5	23.0
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	19.7%	22.3%	19.8%	14.8%
$15,000 - $24,999	19.6	17.2	21.8	33.6
$25,000 - $34,999	20.9	30.3	24.3	22.2
$35,000 & Over	39.8	30.2	34.1	29.4
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	6.9%	6.1%	7.4%	7.9%
High School	23.4	39.8	26.7	19.5
Some College	24.5	18.7	27.7	33.3
College Graduate	45.2	35.4	38.2	39.3
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	2.9%	2.4%	6.6%	9.1%
Middle Atlantic	11.2	10.2	12.1	13.4
East North Central	16.6	29.5	12.7	15.0
West North Central	7.2	9.5	6.1	5.9
South Atlantic	18.2	12.0	22.0	9.7
East South Central	6.9	11.3	7.8	26.6
West South Central	13.0	6.4	13.3	8.0
Mountain	5.2	10.8	6.3	2.1
Pacific	18.8	7.9	13.1	10.2
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

	Total U.S. Households	Baseball Gloves	Basket-balls	Bicycles 10-12-15-speed
Age of User				
Under 14	20.5%	35.7%	38.1%	23.5%
14 to 17	6.2	8.1	16.8	9.5
18 to 24	12.8	12.6	12.5	11.6
25 to 44	29.8	32.3	18.1	32.6
45 & Older	30.7	1.7	0.5	6.8
Multiple Users	--	9.6	14.0	16.0
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	34.4%	20.1%	17.6%	18.1%
$15,000 - $24,999	20.6	22.0	21.7	19.8
$25,000 - $34,999	18.8	25.2	23.3	24.8
$35,000 & Over	26.2	32.7	37.4	37.3
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	11.2%	5.8%	5.0%	5.6%
High School	36.3	26.9	23.7	23.7
Some College	26.5	28.1	23.6	26.7
College Graduate	26.0	39.2	47.7	44.0
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	5.6%	6.4%	7.1%	7.2%
Middle Atlantic	15.9	18.3	13.7	17.6
East North Central	17.7	17.5	16.0	21.7
West North Central	7.6	8.0	8.2	6.1
South Atlantic	17.1	12.9	17.3	14.0
East South Central	6.1	5.1	9.6	3.6
West South Central	10.8	11.0	8.8	8.5
Mountain	5.1	5.0	3.9	4.9
Pacific	14.1	15.8	15.4	16.4
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

			-Camping Equipment-	
	Billiard/ Pool Tables	Bowling Balls	Backpacks	Sleeping Bags
Age of User				
Under 14	7.8%	6.9%	10.4%	12.7%
14 to 17	--	5.0	11.8	6.7
18 to 24	4.7	12.0	19.1	12.0
25 to 44	40.6	48.5	41.5	34.5
45 & Older	8.6	16.9	5.5	11.8
Multiple Users	38.3	10.7	11.7	22.3
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	10.3%	16.4%	15.7%	20.0%
$15,000 - $24,999	27.0	23.6	17.3	19.6
$25,000 - $34,999	1.4	27.1	31.0	24.0
$35,000 & Over	61.3	32.9	36.0	36.4
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	3.7%	9.9%	3.6%	6.5%
High School	22.9	33.0	15.9	26.5
Some College	23.7	30.8	24.2	20.4
College Graduate	49.7	26.3	56.3	46.6
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	11.9%	2.3%	8.8%	6.5%
Middle Atlantic	21.5	18.0	13.0	14.0
East North Central	20.8	26.2	10.0	14.7
West North Central	11.7	9.5	6.0	6.5
South Atlantic	23.2	15.5	11.1	10.0
East South Central	2.4	3.1	1.6	3.2
West South Central	1.0	7.0	18.6	10.9
Mountain	0.7	5.0	10.0	7.7
Pacific	6.8	13.4	20.9	26.5
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

		-Exercise Equipment-	
	Total U.S. Households	Barbells/ Weight Sets	Gravity/ Inversion Equipment
Age of User			
Under 14	20.5%	9.0%	0.1%
14 to 17	6.2	16.1	2.1
18 to 24	12.8	15.6	1.4
25 to 44	29.8	42.9	61.1
45 & Older	30.7	4.9	32.6
Multiple Users	--	11.5	2.7
Total	100.0%	100.0%	100.0%
Annual Household Income			
Under $15,000	34.4%	25.0%	25.6%
$15,000 - $24,999	20.6	20.2	8.3
$25,000 - $34,999	18.8	23.5	11.4
$35,000 & Over	26.2	31.3	54.7
Total	100.0%	100.0%	100.0%
Education of Head of Household			
Less than High School	11.2%	8.0%	9.0%
High School	36.3	26.9	21.6
Some College	26.5	25.7	25.4
College Graduate	26.0	39.4	44.0
Total	100.0%	100.0%	100.0%
Geographic Region			
New England	5.6%	10.2%	3.1%
Middle Atlantic	15.9	14.1	7.0
East North Central	17.7	16.6	10.9
West North Central	7.6	2.8	5.0
South Atlantic	17.1	17.7	16.1
East South Central	6.1	4.0	3.6
West South Central	10.8	9.9	15.3
Mountain	5.1	6.2	11.6
Pacific	14.1	18.5	27.4
Total	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

	Exercise Equipment			
	Jogging/ Mini-Trampolines	Multi-Purpose Home Gyms	Rowing Machines	Stationary Bikes
Age of User				
Under 14	3.2%	1.6%	-- %	0.5%
14 to 17	1.5	4.3	--	0.1
18 to 24	5.1	6.2	6.5	2.3
25 to 44	35.6	53.4	60.7	44.5
45 & Older	33.6	14.4	22.1	43.3
Multiple Users	21.0	20.1	10.7	9.3
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	19.9%	8.2%	7.9%	16.8%
$15,000 - $24,999	18.3	9.1	16.6	18.8
$25,000 - $34,999	20.9	20.6	23.9	20.9
$35,000 & Over	40.9	62.1	51.6	43.5
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	9.7%	3.0%	2.1%	5.9%
High School	22.6	16.2	14.7	27.1
Some College	24.0	34.9	24.7	25.6
College Graduate	43.7	45.9	58.5	41.4
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	5.9%	4.5%	8.1%	7.7%
Middle Atlantic	12.6	14.3	14.1	17.7
East North Central	13.0	17.1	16.7	20.7
West North Central	12.1	8.2	1.8	6.7
South Atlantic	13.3	20.6	10.7	15.2
East South Central	2.7	4.9	5.4	4.3
West South Central	15.2	12.5	16.3	9.9
Mountain	9.0	7.1	7.5	4.0
Pacific	16.2	10.8	19.4	13.8
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

		-----Firearms & Hunting-----		
	Total U.S. Households	Folding Lockback Knives	Rifles	Shotguns
Age of User				
Under 14	20.5%	6.4%	3.5%	5.8%
14 to 17	6.2	5.4	6.0	7.7
18 to 24	12.8	12.7	14.8	13.2
25 to 44	29.8	49.5	49.8	47.3
45 & Older	30.7	14.9	20.7	22.5
Multiple Users	--	11.1	5.2	3.5
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	34.4%	22.6%	23.8%	18.5%
$15,000 - $24,999	20.6	25.3	18.2	27.9
$25,000 - $34,999	18.8	29.0	25.5	15.5
$35,000 & Over	26.2	23.1	32.5	38.1
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	11.2%	6.0%	11.7%	7.0%
High School	36.3	25.8	32.2	38.8
Some College	26.5	27.2	30.0	26.3
College Graduate	26.0	41.0	26.1	27.9
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	5.6%	2.6%	8.2%	2.7%
Middle Atlantic	15.9	13.5	12.7	11.6
East North Central	17.7	16.4	13.2	20.7
West North Central	7.6	6.3	9.3	9.7
South Atlantic	17.1	16.9	15.0	17.7
East South Central	6.1	5.5	1.6	12.1
West South Central	10.8	12.1	13.1	10.8
Mountain	5.1	10.9	11.7	3.3
Pacific	14.1	15.8	15.2	11.4
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

	Footballs	Golf Clubs	Hockey Skates	Racquetball Racquets
Age of User				
Under 14	50.2%	2.0%	29.2%	1.3%
14 to 17	16.0	3.0	20.1	3.1
18 to 24	10.9	8.4	6.3	17.3
25 to 44	15.8	44.3	23.4	55.3
45 & Older	--	38.5	0.2	7.3
Multiple Users	7.1	3.8	20.8	15.7
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	18.7%	9.9%	16.5%	8.4%
$15,000 - $24,999	19.6	14.6	19.0	20.4
$25,000 - $34,999	25.0	24.1	14.1	32.3
$35,000 & Over	36.7	51.4	50.4	38.9
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	7.1%	2.1%	2.5%	3.8%
High School	26.2	21.9	31.5	15.7
Some College	27.3	21.2	22.6	27.0
College Graduate	39.4	54.8	43.4	53.5
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	5.0%	6.8%	28.2%	8.5%
Middle Atlantic	19.4	14.4	28.9	13.3
East North Central	20.2	22.7	18.4	13.2
West North Central	4.5	5.2	15.9	5.1
South Atlantic	17.9	16.3	3.1	16.3
East South Central	5.9	5.0	--	6.1
West South Central	14.6	6.5	0.5	14.6
Mountain	2.7	10.3	3.6	7.4
Pacific	9.8	12.8	1.4	15.5
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

		-----Skiing------		
	Total U.S. Households	Cross-Country Skis	Downhill Skis	Soccer Balls
Age of User				
Under 14	20.5%	8.4%	7.7%	51.0%
14 to 17	6.2	6.3	15.9	14.4
18 to 24	12.8	12.2	21.1	3.2
25 to 44	29.8	34.8	39.9	10.7
45 & Older	30.7	7.5	6.3	4.1
Multiple Users	--	30.8	9.1	16.6
Total	100.0%	100.0%	100.0%	100.0%
Annual Household Income				
Under $15,000	34.4%	12.1%	13.8%	7.1%
$15,000 - $24,999	20.6	14.1	12.7	18.1
$25,000 - $34,999	18.8	22.7	18.2	17.7
$35,000 & Over	26.2	51.1	55.3	57.1
Total	100.0%	100.0%	100.0%	100.0%
Education of Head of Household				
Less than High School	11.2%	0.5%	3.6%	3.3%
High School	36.3	12.2	15.0	15.3
Some College	26.5	21.9	21.9	20.3
College Graduate	26.0	65.4	59.5	61.1
Total	100.0%	100.0%	100.0%	100.0%
Geographic Region				
New England	5.6%	19.6%	13.3%	4.5%
Middle Atlantic	15.9	14.5	16.2	12.8
East North Central	17.7	31.1	20.0	19.0
West North Central	7.6	4.5	1.6	6.7
South Atlantic	17.1	2.6	7.6	18.7
East South Central	6.1	0.5	--	6.5
West South Central	10.8	2.6	1.8	10.3
Mountain	5.1	11.6	11.2	7.7
Pacific	14.1	13.0	28.3	13.8
Total	100.0%	100.0%	100.0%	100.0%

DEMOGRAPHIC DISTRIBUTION OF 1983 CONSUMER PURCHASES

	------Tennis------		
	Balls	Rackets	Water Skis
Age of User			
Under 14	3.8%	4.9%	4.4%
14 to 17	5.3	13.0	0.2
18 to 24	9.5	11.0	14.8
25 to 44	46.0	42.2	63.1
45 & Older	19.8	12.5	4.7
Multiple Users	15.6	16.4	12.8
Total	100.0%	100.0%	100.0%
Annual Household Income			
Under $15,000	8.7%	8.9%	14.0%
$15,000 - $24,999	13.3	12.6	12.0
$25,000 - $34,999	18.9	23.2	24.8
$35,000 & Over	59.1	55.3	49.2
Total	100.0%	100.0%	100.0%
Education of Head of Household			
Less than High School	1.2%	1.7%	3.2%
High School	12.4	11.8	14.4
Some College	18.2	20.2	30.5
College Graduate	68.2	66.3	51.9
Total	100.0%	100.0%	100.0%
Geographic Region			
New England	7.4%	5.5%	0.7%
Middle Atlantic	17.3	15.9	3.9
East North Central	14.4	19.3	26.5
West North Central	4.5	5.4	5.7
South Atlantic	19.3	19.2	17.3
East South Central	6.7	6.1	3.4
West South Central	8.5	9.8	17.8
Mountain	4.2	4.4	11.8
Pacific	17.7	14.4	12.9
Total	100.0%	100.0%	100.0%

REGIONAL SHARES OF U.S. PURCHASES

The preceding section showed, for each product, the percentage sales breakdown by census region. The following tables present the same percentages in a different way. For each census region, the products are listed in order of percent of sales in that region.

The percentage of households in the region is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that region. This is typical of winter goods in the snowbelt. Likewise, products whose percent of sales is less than the percent of households, have below average sales per capita in that region

REGIONAL SHARE OF U.S. PURCHASES

NEW ENGLAND	
Percent of U.S. Households	5.6%
Hockey Skates	28.2
Cross-Country Skis	19.6
Downhill Skis	13.3
Parkas	12.8
Skiwear	12.2
Billiard/Pool Tables	11.9
Barbells/Weight Sets	10.2
Baseballs	9.1
Backpacks	8.8
Racquetball Racquets	8.5
Rifles	8.2
Rowing Machines	8.1
Stationary Bikes	7.7
Gym Shoes/Sneakers	7.4
Tennis Balls	7.4
10-12-15-speed Bicycles	7.2
Basketballs	7.1
Golf Clubs	6.8
Basketball Shoes	6.7
Aluminum Bats	6.6
Sleeping Bags	6.5
Tents	6.5
Baseball Gloves	6.4
Bathing Suits	6.1
Sweatshirts	5.9
Jogging/Mini Trampolines	5.9
Soccer Shoes	5.9
Golf Shoes	5.9
Running/Jogging Shoes	5.5
Tennis Rackets	5.5
Leotards	5.1
Footballs	5.0
Racquetball Shoes	5.0
Golf Clothing	4.6
Multi-Purpose Home Gyms	4.5
Soccer Balls	4.5
Warm-up Suits	4.5
Baseball Shoes	4.2
Aerobic Shoes	4.0
Tennis Clothing	3.7
Gravity/Inversion Equipment	3.1
Football Shoes	3.0
Tennis Shoes	2.9
Shotguns	2.7
Folding Lockback Knives	2.6
Archery Bows	2.4
Bowling Balls	2.3
Water Skis	0.7

MIDDLE ATLANTIC	
Percent of U.S. Households	15.9%
Hockey Skates	28.9
Parkas	23.4
Gym Shoes/Sneakers	22.2
Billiard/Pool Tables	21.5
Sweatshirts	21.5
Bathing Suits	19.5
Footballs	19.4
Soccer Shoes	18.4
Basketball Shoes	18.3
Baseball Gloves	18.3
Bowling Balls	18.0
Warm-up Suits	18.0
Stationary Bikes	17.7
10-12-15-speed Bicycles	17.6
Skiwear	17.6
Tennis Balls	17.3
Golf Clothing	17.2
Running/Jogging Shoes	16.6
Downhill Skis	16.2
Tennis Rackets	15.9
Tennis Clothing	15.6
Baseball Shoes	15.1
Tents	15.0
Leotards	15.0
Racquetball Shoes	14.7
Golf Shoes	14.6
Cross-Country Skis	14.5
Football Shoes	14.5
Golf Clubs	14.4
Multi-Purpose Home Gyms	14.3
Barbells/Weight Sets	14.1
Rowing Machines	14.1
Sleeping Bags	14.0
Basketballs	13.7
Folding Lockback Knives	13.5
Baseballs	13.4
Racquetball Racquets	13.3
Backpacks	13.0
Soccer Balls	12.8
Rifles	12.7
Jogging/Mini Trampolines	12.6
Aerobic Shoes	12.5
Aluminum Bats	12.1
Shotguns	11.6
Tennis Shoes	11.2
Archery Bows	10.2
Gravity/Inversion Equipment	7.0
Water Skis	3.9

REGIONAL SHARE OF U.S. PURCHASES

EAST NORTH CENTRAL	
Percent of U.S. Households	17.7%
Cross-Country Skis	31.1
Archery Bows	29.5
Golf Clothing	28.7
Water Skis	26.5
Bowling Balls	26.2
Basketball Shoes	24.4
Golf Shoes	23.6
Golf Clubs	22.7
10-12-15-speed Bicycles	21.7
Gym Shoes/Sneakers	21.5
Billiard/Pool Tables	20.8
Stationary Bikes	20.7
Shotguns	20.7
Footballs	20.2
Downhill Skis	20.0
Tennis Rackets	19.3
Sweatshirts	19.1
Soccer Balls	19.0
Racquetball Shoes	18.6
Baseball Shoes	18.6
Hockey Skates	18.4
Parkas	18.1
Warm-up Suits	17.9
Football Shoes	17.9
Baseball Gloves	17.5
Multi-Purpose Home Gyms	17.1
Rowing Machines	16.7
Tents	16.7
Barbells/Weight Sets	16.6
Tennis Shoes	16.6
Tennis Clothing	16.5
Folding Lockback Knives	16.4
Bathing Suits	16.3
Basketballs	16.0
Running/Jogging Shoes	15.8
Baseballs	15.0
Leotards	15.0
Sleeping Bags	14.7
Tennis Balls	14.4
Soccer Shoes	13.3
Racquetball Racquets	13.2
Rifles	13.2
Jogging/Mini Trampolines	13.0
Aluminum Bats	12.7
Aerobic Shoes	12.4
Skiwear	12.1
Gravity/Inversion Equipment	10.9
Backpacks	10.0

WEST NORTH CENTRAL	
Percent of U.S. Households	7.6%
Hockey Skates	15.9
Jogging/Mini Trampolines	12.1
Billiard/Pool Tables	11.7
Basketball Shoes	9.9
Shotguns	9.7
Archery Bows	9.5
Bowling Balls	9.5
Rifles	9.3
Basketballs	8.2
Multi-Purpose Home Gyms	8.2
Baseball Gloves	8.0
Tents	7.6
Skiwear	7.6
Parkas	7.3
Tennis Shoes	7.2
Sweatshirts	7.2
Football Shoes	7.1
Warm-up Suits	6.9
Gym Shoes/Sneakers	6.9
Running/Jogging Shoes	6.8
Stationary Bikes	6.7
Soccer Balls	6.7
Racquetball Shoes	6.6
Sleeping Bags	6.5
Leotards	6.4
Folding Lockback Knives	6.3
Baseball Shoes	6.3
Tennis Clothing	6.3
Soccer Shoes	6.1
Aluminum Bats	6.1
10-12-15-speed Bicycles	6.1
Backpacks	6.0
Baseballs	5.9
Water Skis	5.7
Golf Clothing	5.5
Tennis Rackets	5.4
Golf Clubs	5.2
Racquetball Racquets	5.1
Gravity/Inversion Equipment	5.0
Bathing Suits	5.0
Aerobic Shoes	4.9
Golf Shoes	4.5
Cross-Country Skis	4.5
Tennis Balls	4.5
Footballs	4.5
Barbells/Weight Sets	2.8
Rowing Machines	1.8
Downhill Skis	1.6

REGIONAL SHARE OF U.S. PURCHASES

SOUTH ATLANTIC	
Percent of U.S. Households	17.1%
Billiard/Pool Tables	23.2
Aluminum Bats	22.0
Multi-Purpose Home Gyms	20.6
Tennis Clothing	19.7
Tennis Balls	19.3
Tennis Rackets	19.2
Soccer Balls	18.7
Soccer Shoes	18.3
Tennis Shoes	18.2
Bathing Suits	18.1
Footballs	17.9
Barbells/Weight Sets	17.7
Shotguns	17.7
Basketballs	17.3
Water Skis	17.3
Folding Lockback Knives	16.9
Baseball Shoes	16.7
Golf Clubs	16.3
Racquetball Racquets	16.3
Golf Clothing	16.1
Gravity/Inversion Equipment	16.1
Golf Shoes	16.1
Football Shoes	15.5
Bowling Balls	15.5
Warm-up Suits	15.3
Stationary Bikes	15.2
Rifles	15.0
Leotards	14.8
Running/Jogging Shoes	14.8
Tents	14.5
Skiwear	14.3
Aerobic Shoes	14.2
10-12-15-speed Bicycles	14.0
Sweatshirts	14.0
Gym Shoes/Sneakers	13.4
Jogging/Mini Trampolines	13.3
Racquetball Shoes	13.1
Baseball Gloves	12.9
Archery Bows	12.0
Basketball Shoes	11.1
Backpacks	11.1
Rowing Machines	10.7
Parkas	10.6
Sleeping Bags	10.0
Baseballs	9.7
Downhill Skis	7.6
Hockey Skates	3.1
Cross-Country Skis	2.6

EAST SOUTH CENTRAL	
Percent of U.S. Households	6.1%
Baseballs	26.6
Shotguns	12.1
Archery Bows	11.3
Basketballs	9.6
Tennis Clothing	9.1
Aluminum Bats	7.8
Tennis Shoes	6.9
Tennis Balls	6.7
Warm-up Suits	6.6
Soccer Balls	6.5
Football Shoes	6.2
Racquetball Racquets	6.1
Leotards	6.1
Tennis Rackets	6.1
Footballs	5.9
Sweatshirts	5.5
Folding Lockback Knives	5.5
Running/Jogging Shoes	5.4
Rowing Machines	5.4
Baseball Shoes	5.3
Baseball Gloves	5.1
Golf Clubs	5.0
Bathing Suits	4.9
Gym Shoes/Sneakers	4.9
Multi-Purpose Home Gyms	4.9
Golf Shoes	4.7
Basketball Shoes	4.6
Stationary Bikes	4.3
Barbells/Weight Sets	4.0
Aerobic Shoes	3.9
10-12-15-speed Bicycles	3.6
Gravity/Inversion Equipment	3.6
Water Skis	3.4
Tents	3.3
Sleeping Bags	3.2
Bowling Balls	3.1
Jogging/Mini Trampolines	2.7
Golf Clothing	2.5
Billiard/Pool Tables	2.4
Soccer Shoes	2.4
Parkas	2.1
Racquetball Shoes	1.6
Backpacks	1.6
Rifles	1.6
Skiwear	0.7
Cross-Country Skis	0.5
Downhill Skis	-
Hockey Skates	-

REGIONAL SHARE OF U.S. PURCHASES

WEST SOUTH CENTRAL	
Percent of U.S. Households	10.8%
Backpacks	18.6
Water Skis	17.8
Rowing Machines	16.3
Gravity/Inversion Equipment	15.3
Jogging/Mini Trampolines	15.2
Footballs	14.6
Racquetball Racquets	14.6
Aluminum Bats	13.3
Rifles	13.1
Tennis Shoes	13.0
Multi-Purpose Home Gyms	12.5
Folding Lockback Knives	12.1
Tents	11.6
Warm-up Suits	11.6
Soccer Shoes	11.4
Baseball Gloves	11.0
Golf Shoes	10.9
Sleeping Bags	10.9
Shotguns	10.8
Leotards	10.4
Soccer Balls	10.3
Running/Jogging Shoes	10.0
Barbells/Weight Sets	9.9
Stationary Bikes	9.9
Football Shoes	9.8
Tennis Rackets	9.8
Bathing Suits	9.5
Basketball Shoes	9.3
Tennis Clothing	9.2
Skiwear	9.0
Basketballs	8.8
Tennis Balls	8.5
10-12-15-speed Bicycles	8.5
Baseballs	8.0
Golf Clothing	7.7
Baseball Shoes	7.5
Racquetball Shoes	7.5
Aerobic Shoes	7.2
Bowling Balls	7.0
Sweatshirts	6.7
Golf Clubs	6.5
Archery Bows	6.4
Gym Shoes/Sneakers	6.3
Parkas	4.3
Cross-Country Skis	2.6
Downhill Skis	1.8
Billiard/Pool Tables	1.0
Hockey Skates	0.5

MOUNTAIN	
Percent of U.S. Households	5.1%
Water Skis	11.8
Rifles	11.7
Cross-Country Skis	11.6
Gravity/Inversion Equipment	11.6
Downhill Skis	11.2
Folding Lockback Knives	10.9
Archery Bows	10.8
Golf Clubs	10.3
Backpacks	10.0
Football Shoes	9.6
Jogging/Mini Trampolines	9.0
Baseball Shoes	7.7
Soccer Balls	7.7
Sleeping Bags	7.7
Parkas	7.6
Tents	7.6
Rowing Machines	7.5
Racquetball Racquets	7.4
Multi-Purpose Home Gyms	7.1
Leotards	6.9
Golf Shoes	6.9
Running/Jogging Shoes	6.5
Basketball Shoes	6.3
Aluminum Bats	6.3
Barbells/Weight Sets	6.2
Aerobic Shoes	6.0
Gym Shoes/Sneakers	5.5
Tennis Shoes	5.2
Racquetball Shoes	5.2
Baseball Gloves	5.0
Bowling Balls	5.0
10-12-15-speed Bicycles	4.9
Soccer Shoes	4.4
Warm-up Suits	4.4
Skiwear	4.4
Tennis Rackets	4.4
Bathing Suits	4.3
Golf Clothing	4.3
Sweatshirts	4.3
Tennis Balls	4.2
Stationary Bikes	4.0
Basketballs	3.9
Hockey Skates	3.6
Shotguns	3.3
Footballs	2.7
Tennis Clothing	2.3
Baseballs	2.1
Billiard/Pool Tables	0.7

REGIONAL SHARE OF U.S. PURCHASES

PACIFIC

Percent of U.S. Households	14.1%
Aerobic Shoes	34.9
Downhill Skis	28.3
Racquetball Shoes	27.7
Gravity/Inversion Equipment	27.4
Sleeping Bags	26.5
Skiwear	22.1
Backpacks	20.9
Leotards	20.3
Soccer Shoes	19.8
Rowing Machines	19.4
Tennis Shoes	18.8
Baseball Shoes	18.6
Running/Jogging Shoes	18.6
Barbells/Weight Sets	18.5
Tennis Balls	17.7
Tennis Clothing	17.6
Tents	17.2
Football Shoes	16.4
10-12-15-speed Bicycles	16.4
Bathing Suits	16.3
Jogging/Mini Trampolines	16.2
Folding Lockback Knives	15.8
Sweatshirts	15.8
Baseball Gloves	15.8
Racquetball Racquets	15.5
Basketballs	15.4
Rifles	15.2
Warm-up Suits	14.8
Tennis Rackets	14.4
Soccer Balls	13.8
Parkas	13.8
Stationary Bikes	13.8
Golf Clothing	13.4
Bowling Balls	13.4
Aluminum Bats	13.1
Cross-Country Skis	13.0
Water Skis	12.9
Golf Shoes	12.8
Golf Clubs	12.8
Gym Shoes/Sneakers	11.9
Shotguns	11.4
Multi-Purpose Home Gyms	10.8
Baseballs	10.2
Footballs	9.8
Basketball Shoes	9.4
Archery Bows	7.9
Billiard/Pool Tables	6.8
Hockey Skates	1.4

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

An earlier section showed, for each product, the percentage sales breakdown by household income. The following tables present the same percentages in a different way. For each income group, the products are listed in order of percent of sales in that group.

The percentage of households in the group is also shown. Products whose percent of sales is greater than the percent of households have above average sales per capita in that group.

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

Under $15,000		$15,000 - $24,999	
Percent of U.S. Households	34.4%	Percent of U.S. Households	20.6%
Gravity/Inversion Equipment	25.6	Baseballs	33.6
Barbells/Weight Sets	25.0	Shotguns	27.9
Rifles	23.8	Billiard/Pool Tables	27.0
Aerobic Shoes	22.7	Folding Lockback Knives	25.3
Folding Lockback Knives	22.6	Bowling Balls	23.6
Archery Bows	22.3	Baseball Gloves	22.0
Basketball Shoes	20.1	Aluminum Bats	21.8
Gym Shoes/Sneakers	20.1	Basketballs	21.7
Baseball Gloves	20.1	Racquetball Racquets	20.4
Sleeping Bags	20.0	Barbells/Weight Sets	20.2
Jogging/Mini Trampolines	19.9	10-12-15-speed Bicycles	19.8
Aluminum Bats	19.8	Footballs	19.6
Tennis Shoes	19.7	Tennis Shoes	19.6
Footballs	18.7	Sleeping Bags	19.6
Shotguns	18.5	Gym Shoes/Sneakers	19.5
10-12-15-speed Bicycles	18.1	Baseball Shoes	19.3
Football Shoes	17.8	Hockey Skates	19.0
Tents	17.8	Stationary Bikes	18.8
Basketballs	17.6	Sweatshirts	18.7
Sweatshirts	17.2	Running/Jogging Shoes	18.3
Stationary Bikes	16.8	Jogging/Mini Trampolines	18.3
Hockey Skates	16.5	Rifles	18.2
Bowling Balls	16.4	Basketball Shoes	18.2
Warm-up Suits	16.0	Soccer Balls	18.1
Leotards	15.9	Leotards	17.6
Baseball Shoes	15.9	Bathing Suits	17.5
Running/Jogging Shoes	15.9	Tents	17.4
Bathing Suits	15.8	Backpacks	17.3
Backpacks	15.7	Archery Bows	17.2
Baseballs	14.8	Football Shoes	16.8
Racquetball Shoes	14.3	Rowing Machines	16.6
Water Skis	14.0	Racquetball Shoes	16.0
Downhill Skis	13.8	Parkas	15.6
Parkas	13.4	Warm-up Suits	15.5
Cross-Country Skis	12.1	Golf Clubs	14.6
Soccer Shoes	11.5	Aerobic Shoes	14.2
Billiard/Pool Tables	10.3	Cross-Country Skis	14.1
Golf Clubs	9.9	Tennis Balls	13.3
Tennis Rackets	8.9	Tennis Clothing	13.2
Tennis Balls	8.7	Downhill Skis	12.7
Racquetball Racquets	8.4	Tennis Rackets	12.6
Golf Clothing	8.3	Water Skis	12.0
Multi-Purpose Home Gyms	8.2	Golf Shoes	11.9
Tennis Clothing	8.1	Skiwear	11.5
Rowing Machines	7.9	Soccer Shoes	10.4
Skiwear	7.2	Golf Clothing	9.8
Soccer Balls	7.1	Multi-Purpose Home Gyms	9.1
Golf Shoes	6.0	Gravity/Inversion Equipment	8.3

SHARE OF U.S. PURCHASES BY HOUSEHOLD INCOME

$25,000 - $34,999		$35,000 & Over	
Percent of U.S. Households	18.8%	Percent of U.S. Households	26.2%
Racquetball Racquets	32.3	Golf Clothing	68.4
Backpacks	31.0	Multi-Purpose Home Gyms	62.1
Archery Bows	30.3	Billiard/Pool Tables	61.3
Baseball Shoes	29.4	Golf Shoes	60.5
Folding Lockback Knives	29.0	Tennis Clothing	59.9
Tents	28.4	Tennis Balls	59.1
Bowling Balls	27.1	Soccer Balls	57.1
Football Shoes	25.7	Soccer Shoes	57.0
Rifles	25.5	Skiwear	56.7
Baseball Gloves	25.2	Tennis Rackets	55.3
Footballs	25.0	Downhill Skis	55.3
Running/Jogging Shoes	24.9	Gravity/Inversion Equipment	54.7
10-12-15-speed Bicycles	24.8	Rowing Machines	51.6
Water Skis	24.8	Golf Clubs	51.4
Skiwear	24.6	Cross-Country Skis	51.1
Aluminum Bats	24.3	Hockey Skates	50.4
Warm-up Suits	24.1	Water Skis	49.2
Golf Clubs	24.1	Parkas	48.7
Sleeping Bags	24.0	Racquetball Shoes	46.8
Rowing Machines	23.9	Leotards	45.0
Bathing Suits	23.8	Warm-up Suits	44.4
Barbells/Weight Sets	23.5	Sweatshirts	44.4
Basketballs	23.3	Aerobic Shoes	43.6
Tennis Rackets	23.2	Stationary Bikes	43.5
Racquetball Shoes	22.9	Bathing Suits	42.9
Cross-Country Skis	22.7	Basketball Shoes	41.1
Parkas	22.3	Running/Jogging Shoes	40.9
Baseballs	22.2	Jogging/Mini Trampolines	40.9
Gym Shoes/Sneakers	21.9	Tennis Shoes	39.8
Golf Shoes	21.6	Football Shoes	39.7
Leotards	21.5	Racquetball Racquets	38.9
Soccer Shoes	21.1	Gym Shoes/Sneakers	38.5
Stationary Bikes	20.9	Shotguns	38.1
Tennis Shoes	20.9	Basketballs	37.4
Jogging/Mini Trampolines	20.9	10-12-15-speed Bicycles	37.3
Multi-Purpose Home Gyms	20.6	Footballs	36.7
Basketball Shoes	20.6	Tents	36.4
Sweatshirts	19.7	Sleeping Bags	36.4
Aerobic Shoes	19.5	Backpacks	36.0
Tennis Balls	18.9	Baseball Shoes	35.4
Tennis Clothing	18.8	Aluminum Bats	34.1
Downhill Skis	18.2	Bowling Balls	32.9
Soccer Balls	17.7	Baseball Gloves	32.7
Shotguns	15.5	Rifles	32.5
Hockey Skates	14.1	Barbells/Weight Sets	31.3
Golf Clothing	13.5	Archery Bows	30.2
Gravity/Inversion Equipment	11.4	Baseballs	29.4
Billiard/Pool Tables	1.4	Folding Lockback Knives	23.1